

EXPOSITION SUPPLEMENT

# Standard Oil Bulletin

A MONTHLY PUBLICATION OF THE STANDARD OIL COMPANY (CALIFORNIA)

VOL. 2.

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NO. 12.



## SUPPLEMENT

### EFFORT AND PRODUCTION

THE individual or organization that works with perseverance and intelligence towards a certain goal is bound eventually to be successful—to attain the end in view. THAT IS A REWARD OF EFFORT.

THE product of successful effort is recognized—it is praised, and if it is for sale (as most things are) it is purchased. The maker finds his market. THAT IS A REWARD OF SUCCESSFUL EFFORT.

SOLD in open market, the products of successful effort lessen the sale of the products of unsuccessful effort, and from the makers of the latter now and again come what in the vernacular of the day are known as "knocks." THAT IS A PENALTY OF SUCCESSFUL EFFORT.

IN THE manufacturing of petroleum products the Standard Oil Company has worked with certain well-defined ends in view; its chief aim is and always has been to make its products Standard in fact as well as in name. And as such, the results of perseverance and intelligent effort extending through a long period of years, STANDARD PRODUCTS are offered to the consumer.

## STANDARD OIL BULLETIN

PUBLISHED MONTHLY BY  
THE STANDARD OIL COMPANY (CALIFORNIA)  
PUBLICATION OFFICE AND PRINCIPAL PLACE OF BUSINESS  
STANDARD OIL BUILDING, SAN FRANCISCO

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The aim of the *Standard Oil Bulletin* is to furnish first hand and authoritatively to the Company stockholders, employees, and patrons, as well as the general public, facts concerning the Company's business and its methods.

Address all communications to *Standard Oil Bulletin*, Standard Oil Building, San Francisco, Cal.

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VOLUME II

APRIL, 1915

NUMBER 12

## A PLEA FOR PEACE

OVER five years have elapsed since the withdrawal of oil lands by Executive order of September 27, 1909. Its validity has now been sustained by the Supreme Court. Made suddenly and without a note of warning, the order led to confusion and demoralization. Literally, it prohibited all further entry, or even work, on Government oil lands on which discovery had not been made. The President expressed doubt as to the legality of the order. Eminent lawyers believed it invalid. Now that a divided Supreme Court has settled the matter, the unfortunate producer of oil from public land seems as far from a decision as to his right to patent as ever. For by Congressional provision the order does not affect those "in diligent prosecution of work leading to a discovery of oil" at the date of the order. A rigid interpretation of the law must result in endless litigation, in which each claim must be analyzed to determine whether development work was begun before withdrawal.

At a Senate committee hearing held last January, Senator Clark observed that "Unless we make certain as to what right the locator has, public opinion is such, or

has been such, that the administrative officers feel they must execute the law to the letter." And Senator Thomas said, "that men who have done that sort of thing," i. e., spent money looking towards the development of the land, "cannot get their patents because there is so much feeling against it in the general scheme of conservation."

Both remarks reflect a condition which, if it exists, is as unfortunate as it is unjust. No sound reason has been advanced for the continued pursuit of the occupants of oil lands.

It is not a question of conservation. The Government has reserved from disposal some four million acres of classified oil lands. Of these only an insignificant percentage is in the occupation of operators who, in one way or another, went into possession, and at fabulous expenditure sought to convert a desert into petroleum-bearing land. The withdrawals of all the unoccupied mineral land must surely suffice to satisfy the aims of the most ambitious conservationists. Nor has the Government announced the intent to conserve these lands if they are taken from the operators, its apparent purpose

## STANDARD OIL BULLETIN

being to lease them at a stipulated money royalty. Nor is any issue of monopoly involved.

We referred in our last issue to the statement of the Director of the Geological Survey to the effect that there is no monopoly in the oil business in California.

Now comes the State Mineralogist, and, in a report to the Governor of California, says:

"There is no monopoly in the ownership of proved oil land. Miscellaneous producers hold 36 per cent of the land, and the largest individual holding is that of the Kern Trading & Oil Company (Southern Pacific Railroad), with 23 per cent. Ownership of the land by the three largest marketing companies is about equally divided, each having about 8 per cent and the Agency (*i.e.*, the Independent Producers) slightly more."

In point of fact, in the Midway-Sunset field for instance, the small percentage of the unpatented oil lands which is occupied is in possession of one hundred and seventy-five operators.

Is the policy of the Government a punitive one? It would almost seem so. Land office protests are filed by the Government, ejectment suits are brought by it, receivers appointed, and heavy damages sought from the locator who knew how to get oil, but did not know the law as now construed.

Where is the mandate for the Government's harsh, relentless policy? Certainly the finances of our Government do not require the payment of damages by locators and the surrender of their lands, or the royalty which they must pay if they cannot obtain patents. Neither monopoly nor conservation, as we said, is at stake. Who, then, is to be benefited?

Prior to 1909, for more than half a century, the miner was the favored of the law. Public policy recognized the hazard of the business, and the advantage of encouraging its prosecution. Mineral was, by Congress, declared free. The policy of European countries, by which minerals belong to the Crown, was rejected. The administration of the mining laws, and their interpretation by the courts, were in accord with the liberal policy of Congress. The beneficent result of that policy is seen in the growth of

the Western States, and in the wealth which the development of the mineral resources of the West added to the prosperity of the country. To a large extent that policy was overturned in 1909 by the withdrawal of petroleum lands from further occupation, a reversal in aid of conservation. But no reason is apparent for the continued strife between the Government and the oil men, or for the persistent refusal to let them take the benefits of their enterprise and labor. While for decades the miner has been protected and aided, the oil producer for the past five years has met only with obstruction.

It seems reasonable to hope that the administration will not add further litigation to the already great difficulties of the oil men. Even if there are a few who are undeserving of patent, the effort to ferret them out is made at the cost of those whose claims are wholly meritorious. It seems unreasonable, as it is fruitless, that in the case of the most hazardous and costly of all branches of mining, the mining laws should be administered through the courts and through the land office with consistent hostility to the oil men, and in disregard of the resulting destruction and ruin of their business.

The Standard Oil Company makes this comment impersonally. It observed the withdrawal order of September 27, 1909, as if it were a valid order. It never caused the location of an acre of withdrawn land. Its leases of unpatented lands are believed by it to rest on valid locations. With two insignificant exceptions, it made no such leases after September 27, 1909. But in the interest of the peace and quiet without which no industry can flourish, it pleads for a cessation of the turmoil and interminable proceedings and litigation against the occupants of California oil lands who spent honest money in honest effort to find oil, and to *all of whom* patent could be issued at once, with harm to no one, and with the greatest resultant benefit to the oil industry and the entire State.

### Wells Completed

In the California Oil Fields during March there were 23 well completions with an initial daily production of 5700 barrels.

## EXPOSITION HAPPENINGS RECORDED BY THE CAMERA



Madam Schuman-Heink, Prima Donna, and the Children for Whom She Sang at the Exposition



Night Scene on Yacht Harbor, Showing One Phase of Exposition Illumination



Dedication of Enlisted Men's Club House. Fitting ceremonies commemorated the Official Opening  
Photos by Official Photographers, P. P. I. E.

**STANDARD OIL BULLETIN**  
**THE STANDARD OIL COMPANY**  
**(CALIFORNIA)**



A "Section 36" Gusher

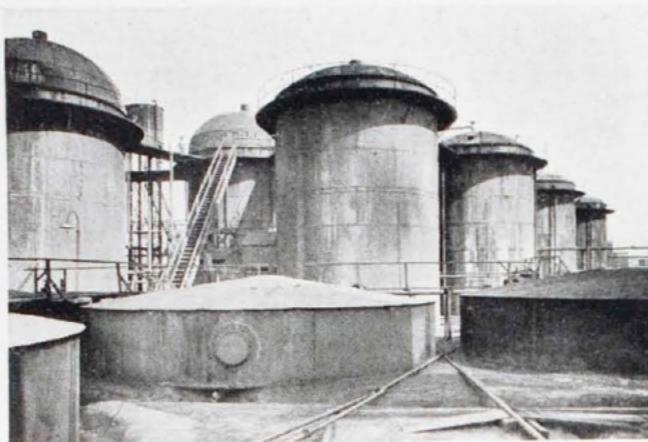
In many ways, conditions have been particularly favorable to the development of this Western company. Within the State today, in its proven fields, are petroleum deposits that from present indications will not be exhausted for many years to come; California ports and Pacific waters make possible coastwise and foreign trade, and though, compared with the Eastern United States, the Pacific Coast is yet a sparsely settled country, it is a fast-growing country, and its increasing activities in almost every line of human endeavor are responsible for a constantly increasing demand for the many refined products of petroleum.

What California (as a factor in the petroleum trade) most lacked when the Standard Oil Company began its big campaign of industrial activity in 1900 were refineries, pipe-lines, storage facilities, tank steamships—in brief, the equip-

ment necessary to operation and consequent development of the industry. Furthermore, it lacked—and it needed—the organization necessary to the building up and supplying of the markets.

This Company has built refineries—at Richmond, Cal., where it has one of the most complete refining plants in the world; at El Segundo, in the southern part of the State, and at Bakersfield, approximately speaking, in the heart of the oil-producing territory. It has constructed 425 miles of pipe-lines, carriers of the crude product to the refineries, and it has assembled a fleet of 27 oil-carrying craft, the most recent addition being the "J. A. Moffett," built in San Francisco, one of the finest and largest oil-carriers afloat.

Production alone has never made an industry, and it is a question if this



Agitators Where Lubricating Oils are Treated

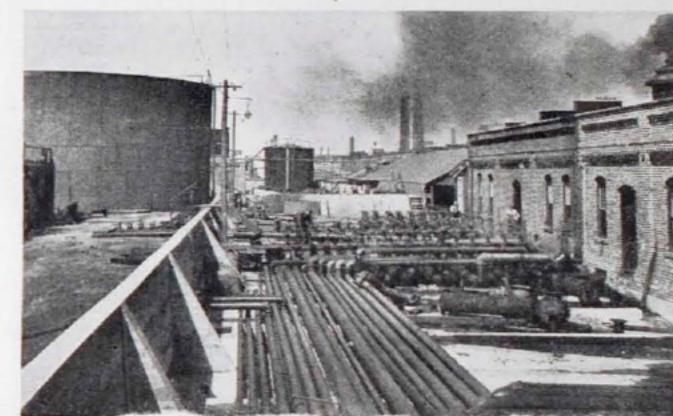
Company's marketing organization and distributing facilities are not its chief contribution to California's petroleum success. To meet the demands of the consumer it has established a circuit of nearly 250 stations, extending from Alaska to San Diego, Cal., in the north as far east as Spokane, Wash., in the south to Phoenix, Ariz., and to the west in the Hawaiian Islands. Motor tank trucks and tank wagons operated out of these stations supply Standard products to customers in their respective fields. This service is augmented by the many Standard Service stations where motorists are supplied with gasoline and motor oil.

**STANDARD OIL BULLETIN**



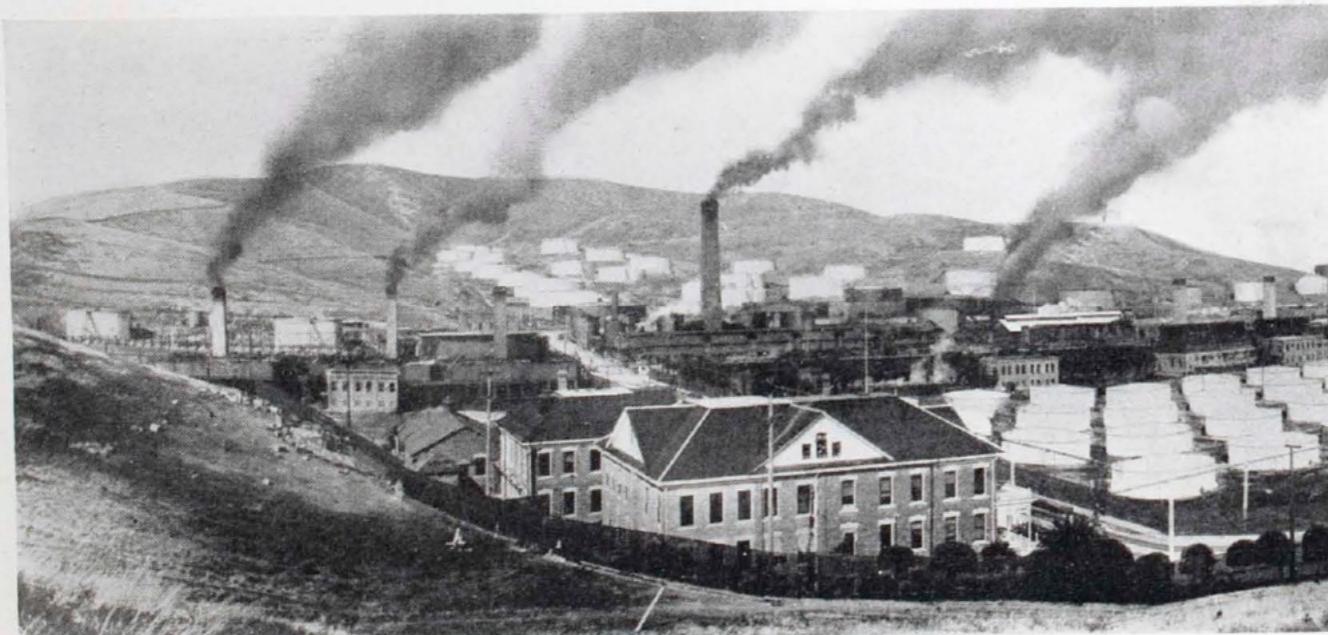
Company Tanker, "Capt. A. F. Lucas," at Point Orient, Richmond

ducers operating in the California fields, but it is itself a producer, and through its



Oil Lines at Richmond Pumping Plant

efforts has been opened up some of the State's best oil territory, notably "Section 36" in the Midway Field. Here the Com-



Company's Refinery at Richmond, Cal.



This Photo Completes Panorama, Half of Which is on Opposite Page

pany expended over a million dollars before the property was on a paying basis, though finally its efforts were rewarded by several wells that have made petroleum history.

Including its sales force, refinery operators, and oil-field mechanics, the Company employs between six and seven thousand men.

The foregoing is a brief sketch of the Standard Oil Company (California), the organization whose activities are exemplified in its exhibits at the Panama-Pacific International Exposition. Of a great diversity, these exhibits, each and every one, are conclusive evidence of what the organization is doing for the State, for the consumer, and for itself.

#### Contra Costa Day



County's Booth in California Building

**C**ONTRA COSTA—the leading manufacturing county of California," had its special day at the Exposition this month. A parade that formed down town proceeded to the Exposition grounds, leaving behind it a trail of souvenirs representing almost everything from asparagus to passenger coaches, and if any one did not gather a few it was because he did not put his hand out. The objective point of the cavalcade was

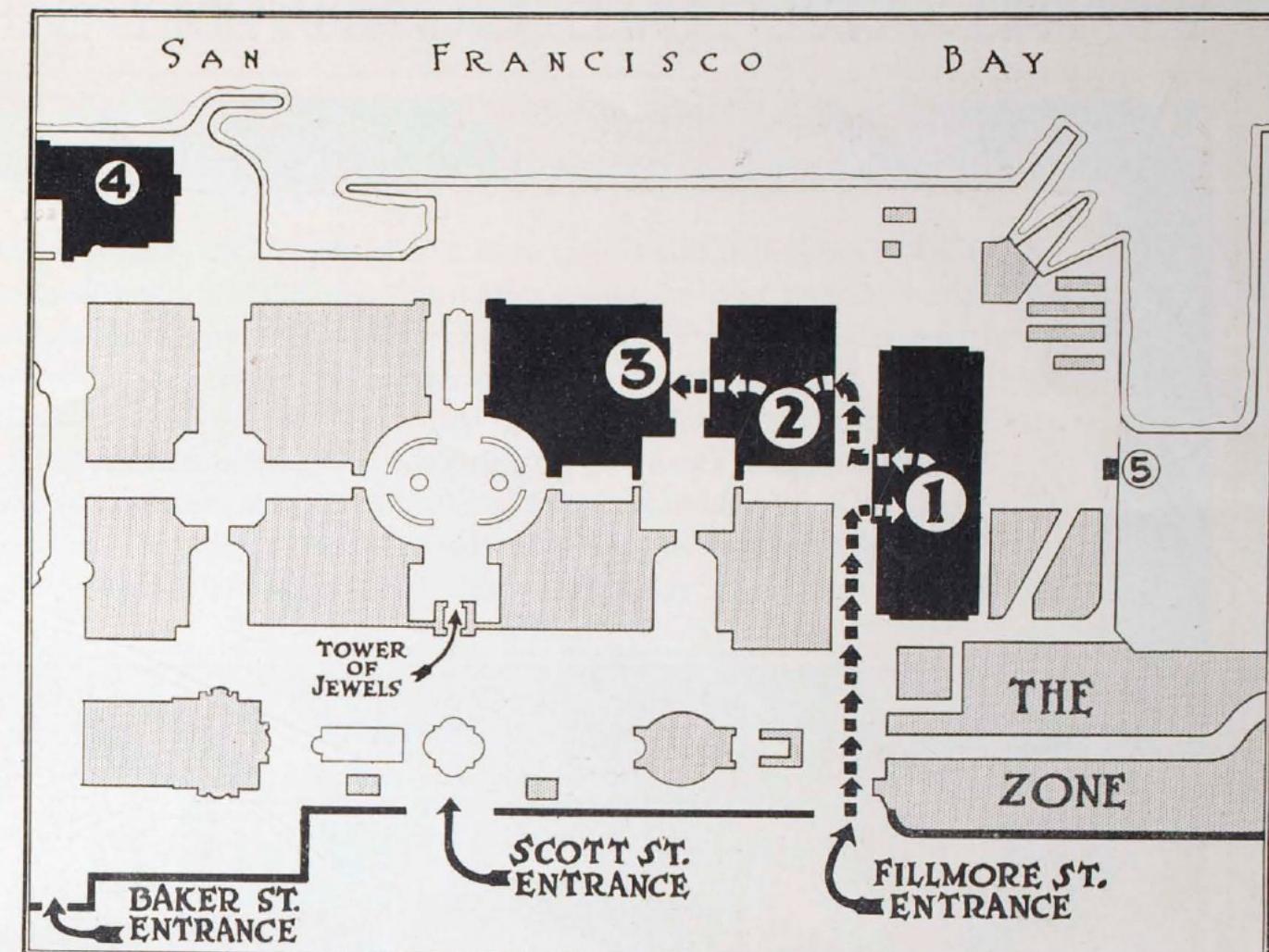
the county's booth in the California Building, which is shown in the accompanying photograph. As will be seen, a Zerolene bear and a Calol bear are stationed to the right and left of the entrance. They represent Company products and the Standard Oil Company, which prominently figures in making Contra Costa County stand out as a county where raw material is made into finished products. Richmond's band rode in a Standard Oil truck, and further to show it was interested, the Company supplied twenty other motor vehicles for the occasion.

#### This Bulletin's Cover

##### A Standard Oil Company Service Station

EFFICIENT service is almost invariably a matter of growth, and is possible only when the governing conditions are fully understood and mastered. With the rapid increase in the demand for certain motor-car requisites—gasoline and motor oil—means and methods of supplying the same in numerous instances did not keep pace. This Company, however, with its system of main and circuit stations, and its numerous agencies, was well started on its way toward mastering the problem from the beginning. Then it inaugurated its "bulk delivery" service; tank wagons took Red Crown and Zerolene to the consumer—even to private garages, when it was feasible. That was another step toward perfected service. What now seems to be the complete solution of this service problem is the Standard Service Station as we have it today. Though many motorists still go to Company headquarters or depend on the Company's agencies and bulk delivery service when in need of gasoline or motor oil, the great majority turn in at the most convenient service station and make their purchases. These stations are located in down-town districts in Pacific Coast cities from Seattle to San Diego, in residential sections and in the suburbs.

The Company policy is to establish them at points on the lines of automobile travel, wherever they may be. Its aim is to make them all that the word "service" implies.



#### LOCATION OF COMPANY'S EXPOSITION EXHIBITS

**A**T THE Panama-Pacific International Exposition California's petroleum industry is represented in one form or another by five separate Standard Oil Company (California) displays. On the accompanying map their location is indicated, and it is shown how they may be seen without unnecessary walking on the part of the visitor.

Approaching by way of the Fillmore-Street entrance, you may proceed directly to the Palace of Machinery (No. 1), where is located an exhibit consisting in the main of lubricating oils. Their use on various types of engines and machinery is demonstrated here. From this point practically all of the fuel and lubricating oil used by exhibitors at the Exposition is supplied by the Standard Oil Company. Leaving Machinery Hall, cross over to the Palace of Mines (No. 2), where you will find the Company's main exhibit; it is a most comprehensive exposition of

the Company's activities in all branches of the industry. Follow the route indicated on the map by arrow-points, and you come to No. 3, in the Palace of Transportation. This Company display has mostly to do with motor cars, and the exhibits demonstrate the use of Standard products in this type of vehicle. No. 4, in the California Counties Building, indicates the location of the Contra Costa County booth. The Company's Richmond refinery is in this county; so it has a lesser exhibit here. A model Standard Service Station for autoists, complete in every detail, has been erected at the point indicated by No. 5.

#### A Modern Epitaph

Beneath this stone lies Amos Brown,  
He tried to be a poet  
And make his living by his verse.  
He starved to death, you know it.

—Dallas News.

## STANDARD OIL COMPANY'S BOOTH IN PALACE OF MINES, P.P.I.E.

EVERY exhibit in this booth, be it a refined product ready for delivery to the consumer, or a working model of an oil field, is illustrative of this Company's activities—shows what it has done and is now doing in California's great oil industry. In every branch of the industry the Company is active, and in its exhibit no phase of its business is slighted.

When this display was being prepared the belief ruled that the chief purpose of an industrial exposition is properly educational. "Accuracy" was the watchword, and as a result every one who visits this display is afforded opportunity to learn facts and truth relative to California's petroleum industry. The enter-

tainment at the same time afforded will vary in degree with the visitor's tastes and interests, but it is unlikely that any one will not find the exhibit well worth the time he or she chooses to give it.

Petroleum, in some form or another, is so great a factor in the present epoch that practically no one is not in a measure dependent upon it. While this exhibit is in part of a technical nature, the most of it will be readily understood by the average visitor. Attendants are here to answer questions and will gladly assist the visitor in his pursuit of knowledge having to do with the Company's products, their uses, and with the various phases of the industry.

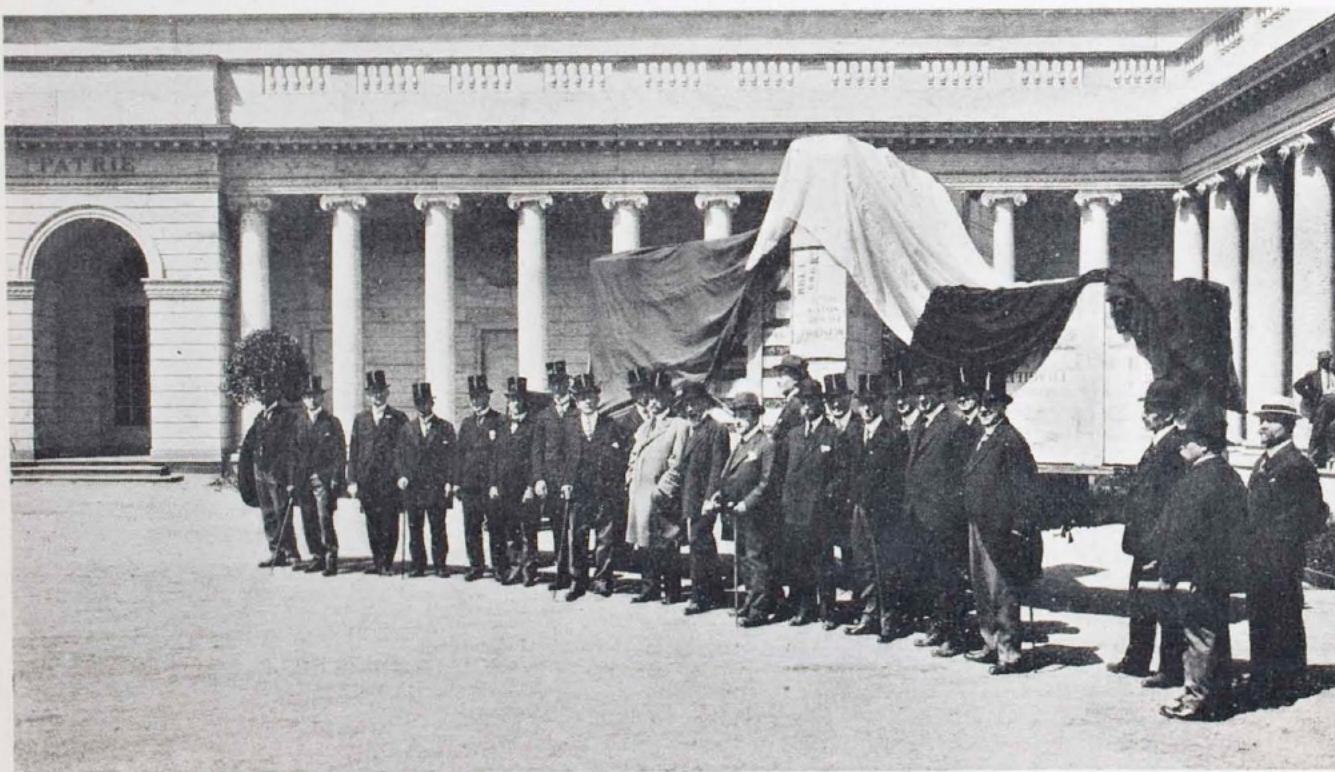




## U.S. Collier Jason— Treasure Ship

*Photos by Official Photographers, P. P. I. E.*

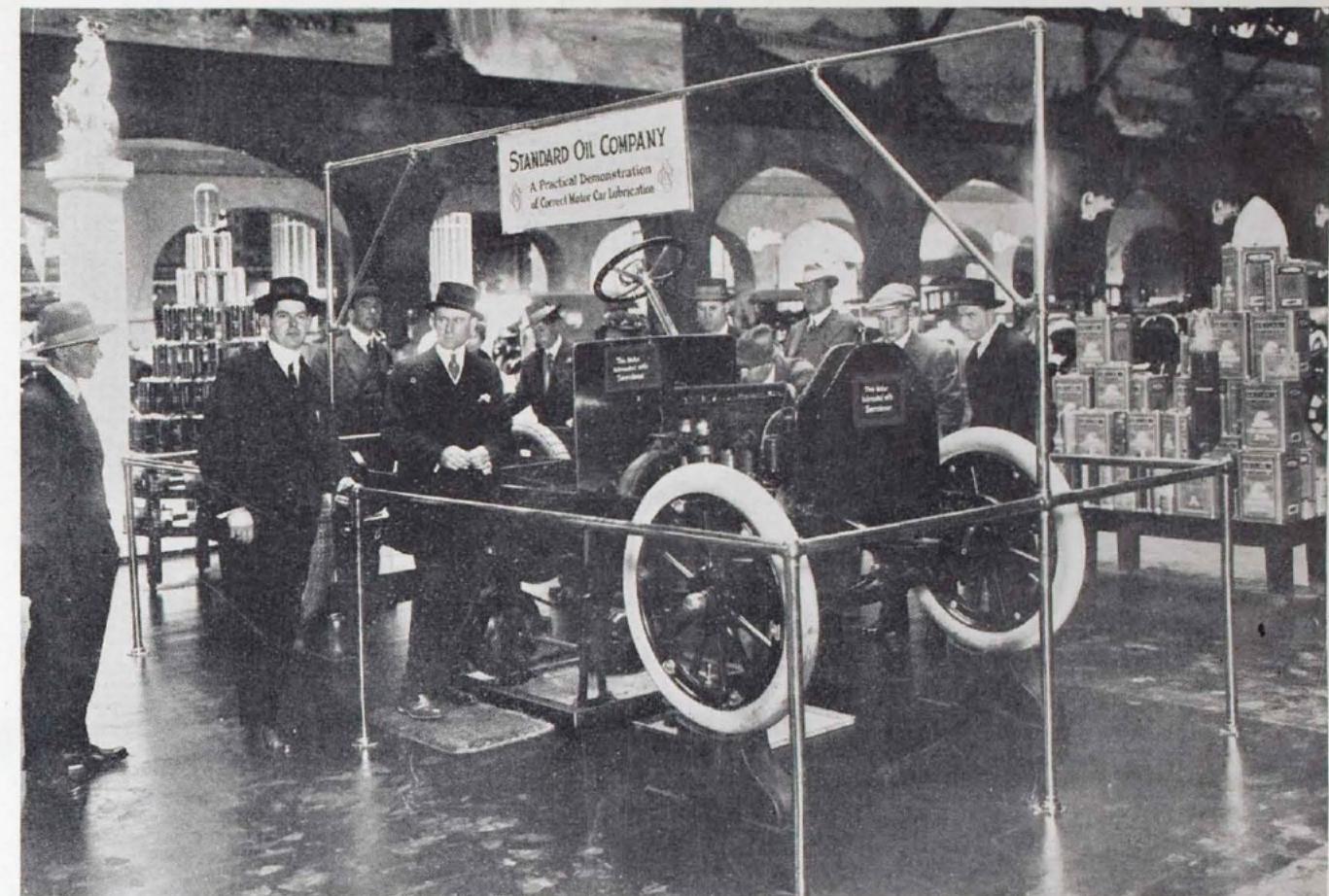
DESPITE her prosaic cranes and derricks, her business-like lines, the U. S. Collier "Jason" is one of the most romantic argosies that ever ploughed the raging main. From port to port in war-torn Europe she sailed, taking on at each anchorage exhibits of the warring nations to be shown at the Panama-Pacific International Exposition at San Francisco. In history or in fiction no other ship ever carried such a cargo of the products of the fine arts, the liberal arts, and of commerce. Arriving at San Francisco, the "Jason" dropped anchor in the bay offshore from the Exposition and her 3500 tons measurement cargo was transferred



First Truck-load of "Jason's" Cargo to Arrive at French Pavilion

to lighters and towed ashore. It included art treasures from practically every section of Europe. Probably those best known are examples of the art of the great French sculptor Rodin. Through the generosity of Mrs. Adolph Spreckels

some of these will become the property of San Francisco at the conclusion of the Exposition. Every effort is being made to have the exhibits that came on the "Jason" installed at the Exposition early in May.



Demonstrating Correct Motor Car Lubrication

## AUTOMOBILES AND LUBRICANTS

ENTERING the Palace of Transportation by way of any of its entrances on the east, you find yourself confronted by an automobile show, and probably with your first glance into the maze of motor cars your attention is arrested by something that is not anything like an automobile. It is a white bear you see—two of them—and they mean Zerolene. They mark the location of the Standard Oil Company display in the Transportation Building.

This exhibit, in the main, is a motor-car lubricant exhibit—Zerolene oils and greases. But it is more than that; it is also a lubrication exhibit, for two of its features are automobile chassis that demonstrate the way friction is eliminated through use of Zerolene. In both, parts of the cylinders, differential and

rear-axle housings have been cut away so that they are forever spoiled for use on the open road, but the surgical operations have made them ideal mediums for lubrication demonstration. All of the gearings that are ordinarily hidden from view are here exposed *while in action*, and one sees motor-car mechanism as it is impossible to see it under any other circumstances. Having viewed these demonstrations, any motorist will readily understand why a lubricant of certain consistency and quality is effective, and why if it were different it would not meet the special requirements necessary to complete and proper motor-car lubrication. That these are things motorists realize is apparent from the appreciative comments made by visitors who congregate at these two exhibits.

## STANDARD OIL BULLETIN



The well-known NEW PERFECTION OIL HEATERS and OIL COOK STOVES manufactured by the Cleveland Foundry Company, sold by the Standard Oil Company, are shown in this exhibit, which is located in the Palace of Manufactures, P. P. I. E., just inside the building's main entrance on the Avenue of Palms. New Perfection Oil Cook Stoves are now serving more than 2,000,000 homes.

## STANDARD OIL BULLETIN

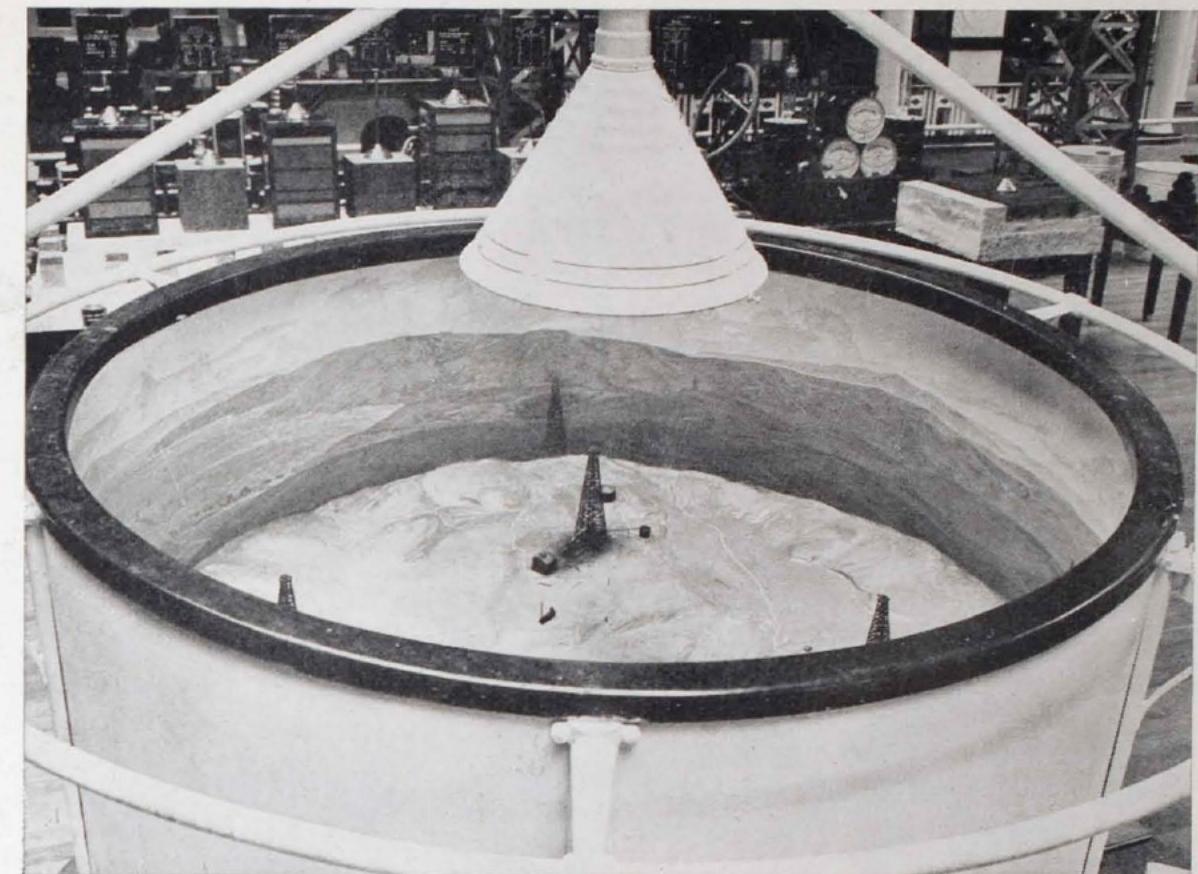
# Standard Oil Building at San Diego Exposition



THE Standard Oil Company (California) is represented at the California-Panama Exposition, San Diego, Cal., by a structure of most pleasing design, wherein is housed its exhibit of Standard Products. Two automobile chassis demonstrating correct motor-car lubrication are shown in connection with the display of Zerolene oils and greases. The accompanying photographs give a fair idea of

the exhibit as a whole and of the building itself, yet they call for explanation—the *Bulletin* correspondent carefully selected a time for his camera work when no one was nigh, and for this reason the photographs fail to show that the southern exposition attendance is exceeding expectations, and that the Standard Oil exhibit is getting its share of attention every day.





### THE MIDWAY IN MINIATURE

"**B**ELOWE me, bo, they've picked up the Midway and shoved it down into this here tank!" ejaculated a visitor as he gazed on the Standard Oil Company's portrayal of production work in the Palace of Mines.

The speaker's clear eye and deep tan identified him at once as an outdoor man. He was in fact an oil-well mechanic, right up from the oil fields, and he knew his Midway as a San Franciscan knows his Market Street. The Company's exhibit in this instance astonished *him*, not because it was unusual, but because it was so accurate a picture. He, a competent critic, saw exactly what it was aimed to show—the Midway Oil Field as it is.

In this exhibit you can see flowing wells and pumping wells, whose every swing of the beam brings up fluid that froths in the settling tanks just like real

oil. You can look on the Buena Vista Hills and see here and there in the distance lone "wildcats" that in the course of time will extend or limit the area of proven oil land. You can look through Honolulu Gap out across miles and miles of sagebrush wastes to Buena Vista Lake reflecting in its waters the turquoise-blue of the desert sky. And if your imagination is strong, you can fancy Bakersfield in the haze beyond. This exhibit affords a remarkably vivid picture of California's most famous oil field, and visitors to the Standard's booth should not forget that it is well worth seeing.

"It was a great move the Russians made in abolishing vodka." "Yes," replied the man who is never happy, "only it seems to me they have gotten rid of about the only word in their language that is easy to pronounce."—*Washington Star*.

## KEROSENE LIGHT FOR THE WORLD

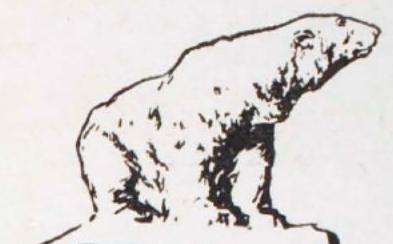
CALIFORNIA is giving light to the peoples of the Earth, therefore she is represented here as having arisen from her accustomed throne and holding aloft her flaming lamp. It is indeed necessary to rise to a task and an opportunity such as is California's today. Between the fastest and finest of our "limited" trains speeding through the dark and the humble grass-roofed house of the Asiatic native is a great distance geographically or historically, but California oil lends light to both, abundantly and simultaneously. Nearly ten thousand miles across the rolling seas it goes to brighten the twilight gloom of the Hindu. Into dim South Sea atolls it finds its way to outshine the tropic moon. Life is lengthened by it, for the hours of the day are increased in number and sunset no longer puts a stop to usefulness. And in our own country how many realize the ever-present activity of our old friend kerosene oil? How many mining camps have viewed the thrilling reward of the day's labor by its light? In how many ranches is its glow associated with home and comfort? How many ships offshore owe warning and safety to its beams? In the very cities, do you know how ever-present a factor is this same kerosene oil of California? Invention has perfected, never displaced it. Progress has used, never discarded it. Petroleum illumination is a part of tomorrow as well as of yesterday. The story is a long one and a brilliant one.

The pyramid pictures the six Standard brands of kerosene that are used at home and shipped abroad—Eocene, reminiscent of ages when petroleum was in the making; Headlight, with beams far flung to warn the passing bark; Palm, beloved of southern peoples; Pearl, like its name in color, known in every California household; Sunlight, presenting a vista of wide seas where white barks have carried case oil afar. Of all the races that are represented at the Expo-



Refined Oil Exhibit in Palace of Mines

sition, few will fail to see the meaning of the uplifted lamp.

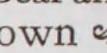


**ZEROLENE**  
THE STANDARD OIL  
FOR MOTOR CARS

# The Signs of Service



THE H. K. MC CANN COMPANY, SAN FRANCISCO, NEW YORK

THE Zerolene Bear and the Red Crown  they stand for the best the Standard Oil Company can make in gasoline and motor oils; also they stand for service—the service of having these products ready for you just where and when you need them. Watch for the signs of service.

# INFORMATION

A Kiosk is located just inside the main entrance of the Standard Oil Company's booth in the Palace of Mines, Panama-Pacific International Exposition. It is the Company's Information Bureau. Attendants whose specialty is Company Products welcome questions concerning them. If you are interested in something you do not understand, ask about it.

